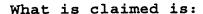
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1. The use of water-redispersible polymer powders based on protective colloid stabilized vinyl ester polymers in building adhesive compositions, wherein the vinyl ester polymers contain from 0.2 to 1.5% by weight, based on the overall weight of the vinyl ester polymers, of auxiliary monomer units derived from monomers having a higher water solubility than vinyl agetate.

The use as claimed in claim 1, wherein one or more 2. auxiliary monomer units are present from the group ethy/enically unsaturated consisting οf and dicarboxylic acids and their carboxylic anhydrides, ethyleni/cally unsaturated carboxamides ethylenically unsaturated carbonitriles/ sulfonic acids and their salts.

The use as claimed in claim 1 or 2, wherein vinyl 3. bresent comprise vinyl polymers ethylene copolymers, further comprising fumaric or diesters / if desired, orvinyl maleic chloride copolymers, or vinyl ethylene-vinyl more with one or acetate copolymers copolymerizable / vinyl esters, further comprising ethylene if desired, or vinyl ester-acrylic ester further comprising ethylene copolymers, desired.

4. The use as claimed in claim 1 to 3, wherein protective colloids present comprise one or more partially hydrolyzed or fully hydrolyzed polyvinyl alcohols.

5. The use as claimed in claim 4, wherein one or more polyvinyl alcohols are present from the group consisting of partially hydrolyzed polyvinyl

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alcohols having a degree of hydrolysis of from 80 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution of from 1 to 30 mPas and partially hydrolyzed, hydrophobically modified polyvinyl alcohols having a degree of hydrolysis of from 80 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution of from 1 to 30 mPas.

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6. The use as claimed in claim 5, wherein one or more polyvinyl alcohols are present from the group consisting of polyvinyl alcohols having a degree of hydrolysis of from 85 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution from 3 to 15 mPas.

7. The use as claimed in any of claims 1 to 6, wherein the polymer powders are used in cementitious building adhesive formulations.

20 8. The use as claimed in any of claims 1 to 6, wherein the polymer powders are used in cement-free building adhesive formulations.

9. The use as claimed in claim 7 or 8, wherein the polymer powders are used as tile adhesives.

10. The use as claimed in claim 8, wherein the polymer powders are used as exterior insulation system adhesives.

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